

CELEBRATE  
**IMMIGRANT**  
**HERITAGE**  
**MONTH**

**Community • Love • Food • Family**

**PARTNER ACTIVATION TOOLKIT**

BROUGHT TO YOU BY:

**I**  
**STAND**  
**WITH**  
**IMMIGRANTS**

Every June, Immigrant Heritage Month (IHM) provides people across the United States an opportunity to explore their own heritage, and #CelebrateImmigrants and the diversity that forms the unique American experience. Through digital activations and nationwide partnerships, we celebrate the contributions that immigrants have made, and continue to make, to our nation.

As we celebrate our eighth year, we're looking forward to making IHM2021 more impactful - but in a slightly different way. Due to the ongoing COVID-19 pandemic, the ways in which we've celebrated in the past, through in-person events, still aren't possible. But we're determined to spread love and joy throughout the month!

### **Become an #ImmigrantHeritageMonth Partner!**

**There are many ways for you to get involved - take a look at some options below!**

- Participate in a **digital day of action on Tuesday, June 1** to celebrate the launch and first week of Immigrant Heritage Month.
  - Issue a **press release, blog post, or social post** announcing your support of IHM and why it is impactful for your organization or company
  - Send an email to your listserv of supporters or customers to **encourage others** to get involved
  - Post on social media to promote the start of the month - we'll provide materials and suggested content to uplift!
  
- Participate in **social activations** throughout IHM. We'll provide guidance and suggested content throughout the month! To facilitate the creation of social media content, IHM will center around the following themes: **COMMUNITY, FAMILY, FOOD, and LOVE**.
  - Highlight employees, board members, or your leadership's immigration stories on your social media platforms and your website
  - Tell the stories of immigrants who have been on the frontlines of the COVID-19 pandemic within your communities, or shine a light on how immigrants have played a crucial role in challenging times of the past
  - On Thursdays, post an old photo that tells a story of immigrant heritage in your organization or to highlight a member of your staff, board members, or leadership, using the hashtags #tbt and #ImmigrantHeritageMonth
  - Post a blog entry on your organization's website highlighting work that you do with the immigrants in your community, or celebrating immigrant contributions to your organization or community over the generations, particularly communities that are underserved during the COVID-19 pandemic
  - Use your imagination! Create something unique to your community.
  
- **Host an online event** in support of IHM. Here are some suggestions to help you plan:



- **Food:** Create a list of immigrant-owned or operated restaurants to support during these challenging times, or share favorite family/local recipes and host a virtual cooking tutorial
- **History:** Share a photo essay or series featuring historic locations and neighborhoods in your city that have a story to tell about their an immigrant heritage
- **Art:** Partner with a local museum to host an online or socially distant exhibit of immigrant art
- **Children's activities:** Partner with your local library to host children's story time by an immigrant author
- **Service events:** Partner with a local immigrant-serving organization working to help communities hard hit by COVID-19
- **Music:** Host an online livestream concert with local immigrant musicians
  - Optional: fundraise for immigrant-serving COVID-19 relief fund or other community organization
- Host a webinar for your local immigrant communities about resources available to help individuals and families affected by the COVID-19 pandemic
- Highlight immigrants who contribute to the community or to your organization as essential workers on the frontlines of the COVID-19 crisis
- Co-brand online events that are part of your existing June programming as being a part of Immigrant Heritage Month
- Leverage existing holidays during the month of June, such as World Refugee Day (June 20) and Father's Day (June 20) by adding an #ImmigrantHeritageMonth lens
- Include the I Am An Immigrant, I Stand With Immigrants, or Immigrant Heritage Month logos and messaging in your communications - we are happy to share!
- Share any online events you're hosting for the month of June and we will add to our online events map for Immigrant Heritage Month on IAmAnImmigrant.com

Your logo will appear on the partners page of the IHM website and any online events will be added to the official IHM calendar.

**ABOUT IMMIGRANT HERITAGE MONTH:** Immigrant Heritage Month (IHM) is a nationwide effort to gather and share inspirational stories of immigration in America held every June. IHM is powered by FWD.us and is part of an ongoing effort to empower immigrants and allies to share stories and drive action that demonstrate how immigration is good for our communities, economy, and country. IHM also works to provide new avenues for individuals and organizations to support immigrants in their communities and workplaces during June and throughout the year. For more information, visit IAmAnImmigrant.com.

